



Reach your ideal customers right where they live with an ad in one of our targeted e-newsletters.

Covering everything from sports, politics and breaking news to dining, travel and local events, the Tampa Bay Times' targeted e-newsletters reach active, curious and intelligent readers throughout the bay area.

e-Newsletters	List size	Ad size	# of ad spaces	Rate	Buy 3 or more
Taste (Thursdays)	2,800	300x250	2	\$150/each per email	\$125/each per email
Gradebook (Thursdays)	3,910	300x250	2	\$150/each per email	\$100/each per email
Business By the Bay (Weekly - Sent on Thursdays)	4,054	300x250	2	\$300/day top ad	\$200/top ad
				\$150/bottom ad	\$150/bottom ad
Stephinitely (Weekly - Sent on Thursdays)	4,310	300x250	2	\$250/each per email	\$150/each per email
Pasco Times (Weekly)	4,872	300x250	2	\$75/email	\$50/email
The Buzz (Weekly)	7,837	300x250	1	\$250/week	\$150/weekly
*Bucs Red Zone (Weekly)	13,048	300x250	1	\$300/each per email	\$200/each per email
*Lightning (Weekly)	6,087	300x250	1	\$250/each per email	\$150/each per email
*Rays Report (Weekly)	4,470	300x250	1	\$200/each per email	\$150/each per email
Top 5 (formerly A&E) (Thursdays)	43,283	300x250	2	\$500/email top ad	\$300/email top ad
				\$250/email bottom ad	\$150/email bottom ad
DayStarter (Daily)	136,000	300x250	2	\$350/day top ad	\$250/day top ad
				\$150/day bottom ad	\$150/day bottom ad

*Sent weekly, but only during the season.

Unique average open rate for the Tampa Bay Times newsletters is 26%. Industry average is 16% for Media and Publishing, according to Mail Chimp. The average total open email rate for the Times newsletters is 43%. (Dec. 2017). List size is subject to change.